



# Madeline's



# Meet the Team

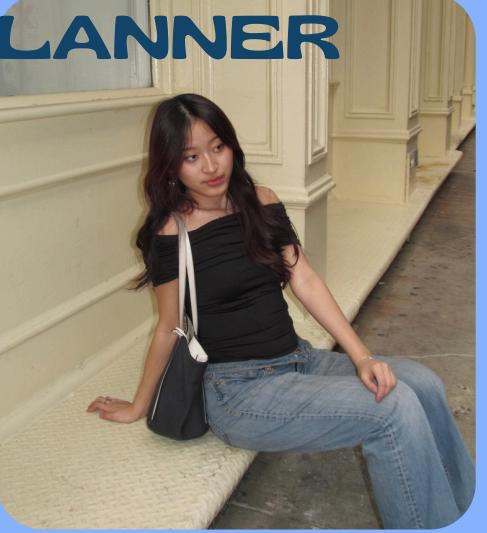


## ACCOUNT MANAGER



Lauren Lee

## STRATEGIC PLANNER



Rayna Zhang



Elisa Li



Sanju Menon



Tavisha Agrawal



Naila Mashuri



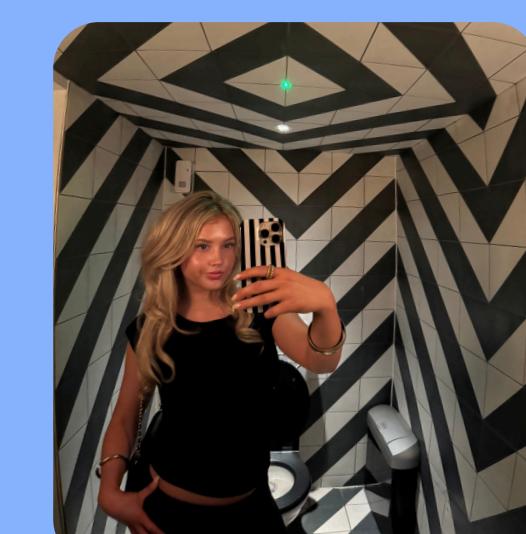
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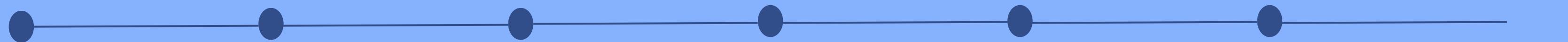


Ava Rogal



Sophie Kirk

# Agenda



**Overview**

**Market  
Research**

**Target  
Personas**

**Data  
Analysis**

**Marketing  
Tactics**

**Key Takeaways**

# Swot Analysis



- **Wide variety** of 50+ international, low glycemic, and allergen-friendly candies, promoting **inclusivity**.
- **Eco-conscious and socially responsible** brand supporting ocean conservation.
- **Custom candy experiences** for events



- **In-person shopping only**; No e-commerce
- **No partnerships** with colleges in Boston
- **Limited social media activity** compared to competitors.

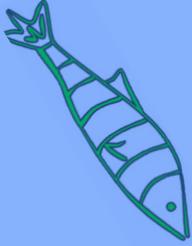


- Target Boston's **large college population** — a young, dynamic market with a median age of 25
- Leverage **seasonal and holiday demands**
- Growing **demand for sustainable, socially responsible products**



- **Competitors have stronger social media reach** (Ex. BonBon)
- **Singular location** compared to competitors
- **Unclear Brand Positioning**; lack differentiation with competitors (Ex. Lil Sweet Treat)

# Social Listening



## MADELEINES'S:

### Followers

Insta: 10.2k

Tik Tok: 1.7K

- Posts 3x a week
- Mainly through Instagram
- Collaboration recap (J.crew, Red Sox)

## LIL SWEET TREAT:

### Followers

Insta: 21.8K

Tik Tok: 5K

- **Multiple stories a day** (Instagram or Tiktok)
- Consistent daily content
- Repeat content (announcing new fall candies and bags)
- Little interaction relative to the followers

## BONBON:

### Followers

Insta: 62.6K

Tik Tok: 42.6K

- Consistent daily posts (Stories, Instagram, Tiktok)
- Candy ASMR, on-the-go popup stands
- **Highest TikTok Impressions**
- **Most Active on Social Media**  
**(>3 posts per day)**

# Industry Findings

## CANDY INDUSTRY AT A GLANCE:

### Market Size:

**\$12.5bn**

### CAGR:

**1.9%**

### Target Consumer:

- Gen Z, Gen X, and Millennials
- Trend-focused
- Interested in experiential stores

### SOCIAL MEDIA:

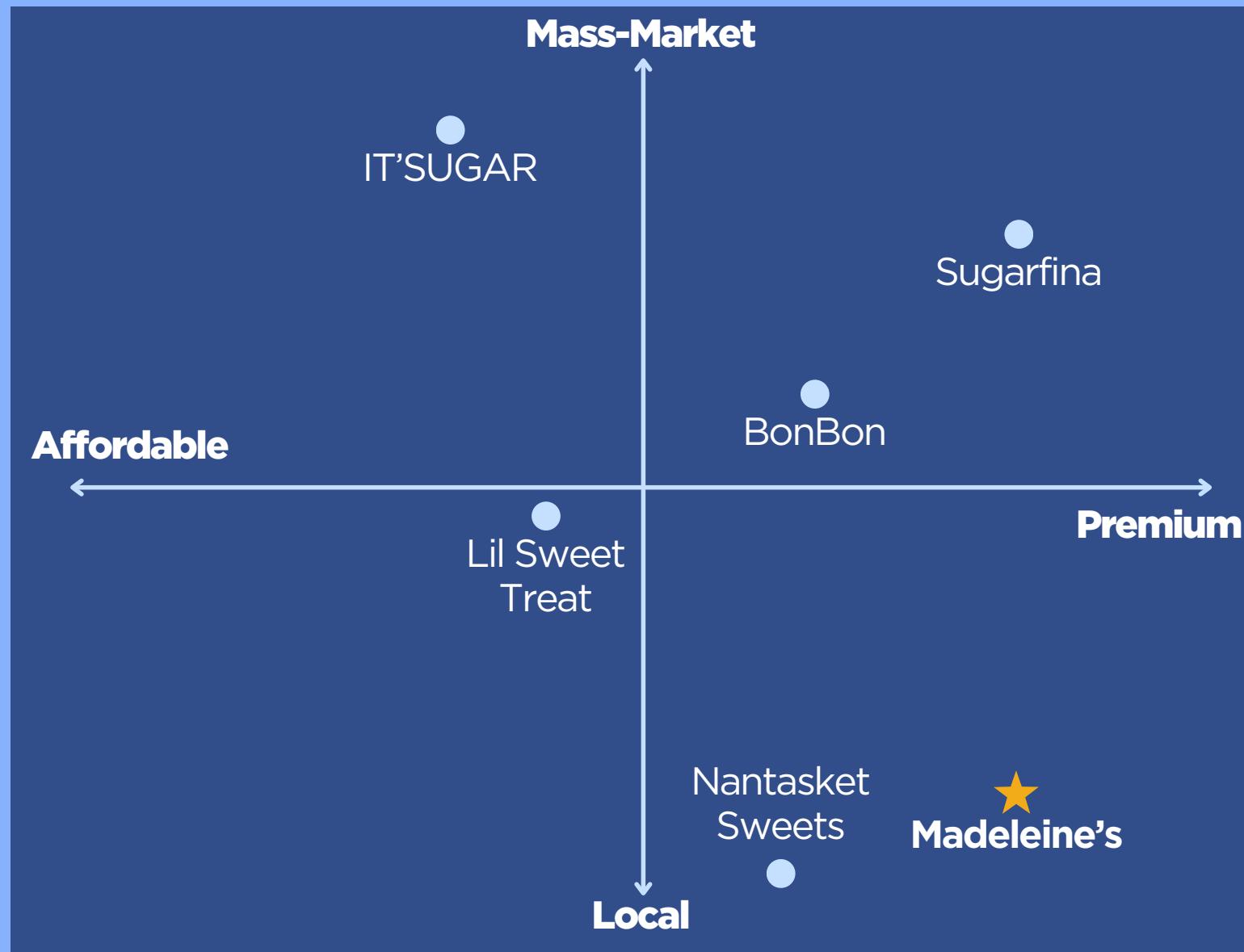
Over 122 million views on TikTok with #swedishcandy

Peaks in **July** and **August** are likely due to the peak travel season, and it's right before college starts, so students are stocking up for the school year



# Industry Findings

## COMPETITIVE POSITIONING



## PAIN POINTS & GAPS:

- A shifting consumer preference toward **premium, all-natural foods**
  - Rise in health awareness
- **42% of adults** who buy or eat sugar confectionery agree it has **too many artificial flavors or ingredients**
- **Gaps:** Health-conscious options and featuring non-GMO, organic and all-natural snacks



# Target Personas

# Target Persona 1 - Lola



## Description

- Sophomore at BU majoring in Neuroscience
- Enjoys shopping on Newbury St with her friends
- Active on TikTok and influenced by social media trends

## Need/Wants/Pains

- Needs: New and fun study snack options that are convenient to get
- Wants: Very attracted to aesthetic packaging and trendy candy
- PainPoints: Very busy studying, and has a hard time finding time to go to travel far for a sweet treat.

# Target Persona 2 - Robert



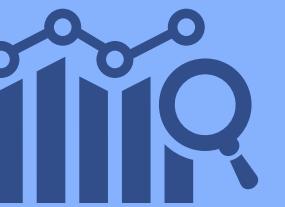
## Description

- Senior at BU majoring in Advertising
- Works part-time as a barista at Maruichi
- Enjoys photography, travel, and trend-driven food culture
- Active on TikTok/FoodTok and influenced by social media trends

## Need/Wants/Pains

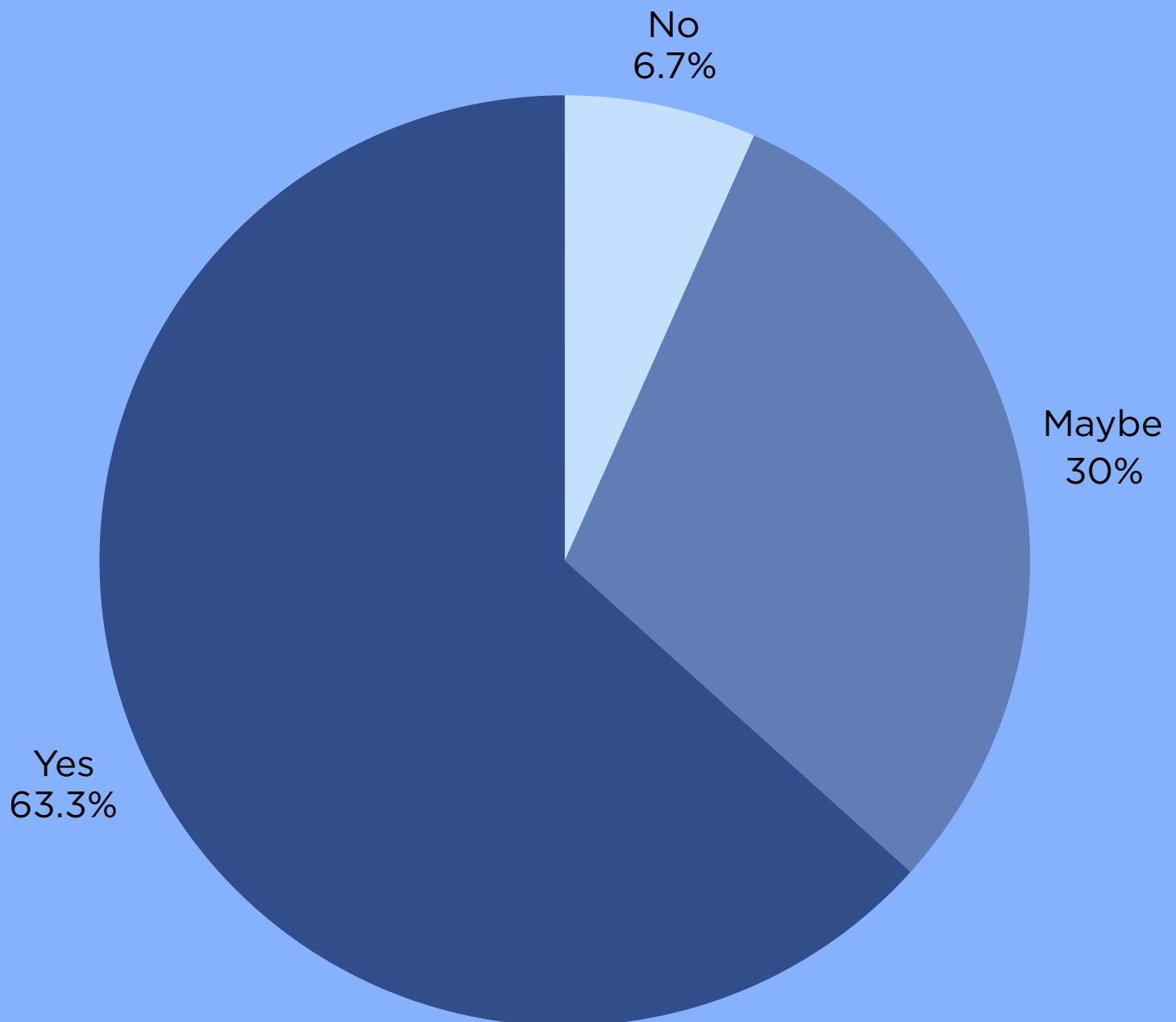
- Needs: affordable sweet treats and convenient access on/near campus
- Wants: trendy, aesthetic candies that are photo-worthy and shareable
- Pain points: budget limitations & limited time to shop due to work and graduation prep

# Data Analysis



Would you be interested in attending a candy pop up on campus?

63% of students said they would attend a Madeline's Candy pop-up.



# Data Analysis

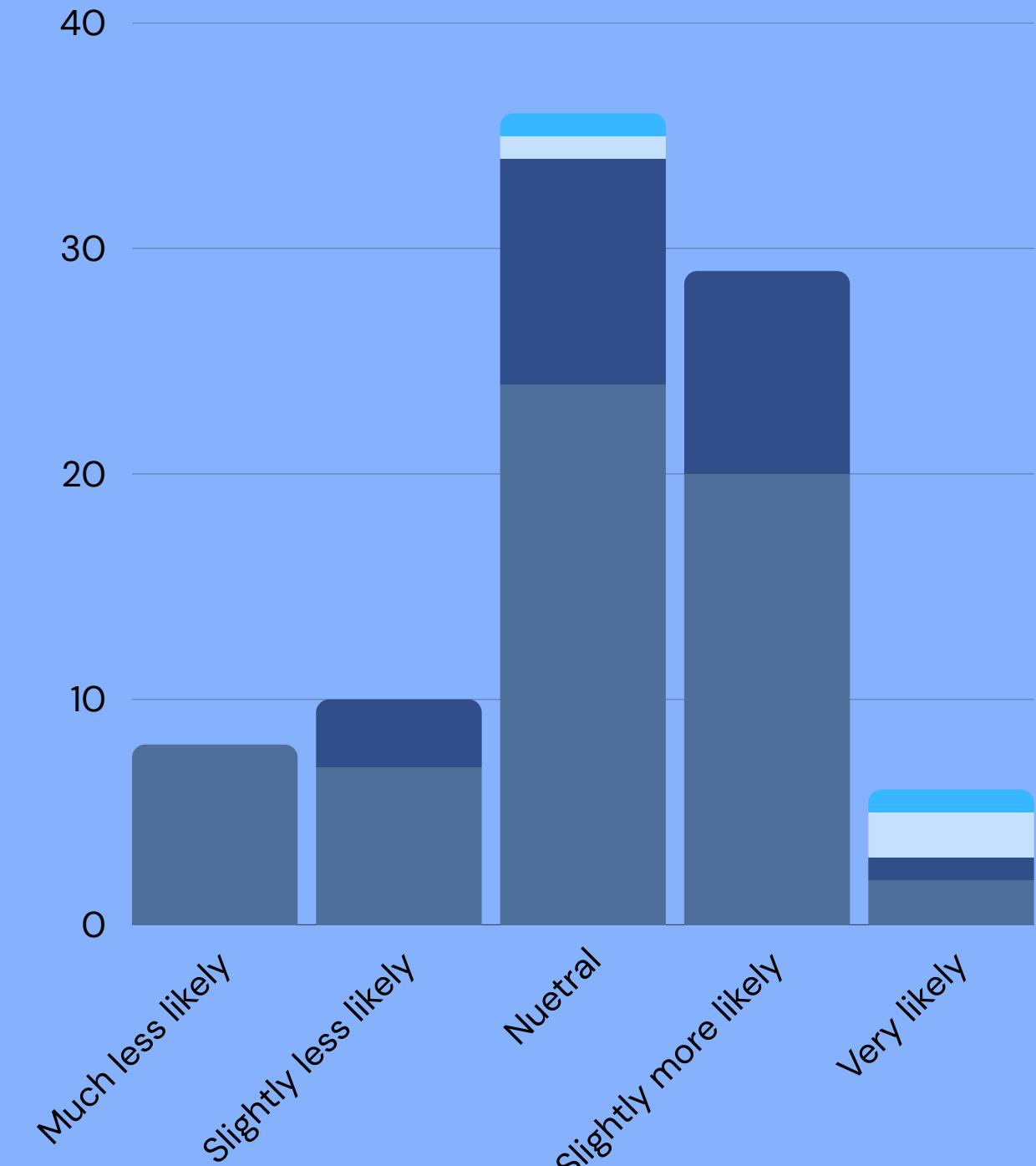


**\$11–15** candy spenders are the most open to choosing a specialty candy shop over convenience stores.

**Neutral** responses dominate, meaning many students are easily persuadable with the right experience or product quality.

How much are you willing to spend on candy?

● \$5-10    ● \$11-15    ● \$16-20    ● \$21+



What is your likeliness of being candy from a specialized small business candy store compared to convenience shops nearby?

# Marketing Tactics



# Guerrilla Tactic - “Fresh Catch Pop-Up”



Create a playful fish-market style booth on campus selling “tuna cans” filled with Swedish Fish, with fun labels like “Fresh Catch of the Day.”

- Encourage students to take photos & tag Madeleine’s
- Clear “It’s Candy!” labeling + open samples

## Set up & Materials

- Add a Pop-up table + props (ice buckets, nets, chalkboard signs, aprons)
- Aluminum cans + custom labels
- Swedish Fish + stickers

## Risk + Migrations

- Confusion (is it fish?) → clear signage + samples
- Weather → indoor backup
- Running low → purchase caps restock in waves

## Reach & Impressions

- 500–1,000+ impressions daily
- High social spread via photos & campus tags
- 94% student interest in attending candy pop-ups

## Cost

- Aluminum cans (150–200 units): \$120
- Custom labels & branded stickers (premium print): \$50
- Props & set design: \$55
- Table rental & setup materials: \$30
- Food safety supplies: \$15
- Contingency buffer (last minute costs): \$30

# Guerrilla Tactic – Candy shaped LED lights

Location: Newbury Street & Back Bay sidewalks

## Logistics

- Timeline: Halloween
- Permits: City of Boston (Arts & Culture / Public Works)
- Branding: Small “Sponsored by Madeline’s Candy Shop” decals

## Risks & Mitigation

- Water damage: outdoor-grade LEDs
- Permit issues: single-block pilot + vendor collaboration
- Safety concerns: certified lighting contractors

## Reach & Impact:

- 20,000+ daily visitors during holidays
- Visually iconic holiday spot → strong social media engagement
- Boosts foot traffic & brand recall

## Budget & Costs

Labor: \$300-\$600

Permit Cost: \$150 – \$250

Fish LED Lights: \$500-\$1000

Maintenance: \$50-\$100

Total Estimated: \$1000 – \$1950



# Guerrilla Tactic 3: Madeleine's Bike

## Logistics

- A Madeleine's Bike that visits different college campuses
  - A twist on the famous Redbull car
  - The idea is to gain more visibility on college campuses around Boston



## Reach and Impressions

- Go to 10+ schools around Boston (BU, BC, Northeastern, Emerson, etc.)
  - Bike strategically placed in high volume areas
- Reach 163,000+ Students
- A few 1000 impressions per day through physical and digital interactions

## Cost

- Bike: \$200-250
- Custom Paint Job: \$150-200
- Total: \$350-450

## Risk + Mitigations

- Possibility of bike wear & tear, getting stolen, etc.
- Possibility of weather/seasonality affecting visibility
- Permission from Universities

# Non-Guerrilla Tactic 1: The Sweet Quest Cart

## Logistics

- One branded Madeline's Mobile Candy Cart rotates between BU, Northeastern, MIT, and Harvard over four weeks.
- Cart distributes pre-packaged mini flavor bags; students scan a QR code to track their flavor collected.
- Managed by student ambassadors (no paid labor needed).
- The cart only carries one candy flavor at a time, and the flavor rotates.

## Reach and Impressions

- Thousands of students across BU, Northeastern, MIT, and Harvard.
- High visibility from indoor, high-traffic areas.
- Social media boosts from QR "Flavor Quest" participation and shareable challenge.

## Cost

- Cart: \$807
- Branding decals / signage: \$40–\$75
- Flyers & posters: \$25–\$40
- Pre-packaged candy bags: \$0.50–\$1.00 per mini bag
- Total: \$1,022–\$1,222

## Risks

- Weather and foot traffic variability
- Running out of candy
- Permissions from Universities



# Non-Guerrilla Tactic 2: Sweet Journey Passports

## Logistics:

- Pop-up candy station featuring international candy selections
- Store gives out “passports” where customers can fill up with stamps
  - Complete passport = BOGO free reward
- Staffing: 2-4 employees (checkout + passport stamping stations)
- Locations: BU Marsh Plaza, Newbury Street, or in-store activation

## Reach and Impressions:

- 2,000+ weekend visitors on Newbury Street during holiday season
- Strong social media potential from aesthetic design
- Repeat visit incentive built into program structure

## Cost:

- Custom stamp + card design: \$200-\$350
- Pop up displays: \$146 each
- Labor: \$300-\$400
- Permit Cost: \$200-\$400
- **Total Cost: \$1070-\$1500**

## Risk:

- City permits
- Weather Conditions
- Permission from Universities



# Key Takeaways

## **Madeleine's has strong brand foundations**

50+ international candies, allergen-friendly options, and eco-conscious values.

## **Boston students want experiential candy moments**

94% of surveyed students interested in campus pop-ups.

## **Huge opportunity in Boston's college ecosystem**

Access to 160K+ students across universities in the Greater Boston area.

## **Guerrilla tactics maximize awareness for minimal budget**

Fresh Catch, LED lights, and Madeleine's Bike drive strong impressions.

## **Clear path to increased foot traffic & brand recall**

Meeting students where they are boosts foot traffic, brand recall, and loyalty.

# Thank you



X

